Oculus Content Media Production Company (CPC) For Houston Airport System (HAS)

ATTACHMENT B **Proposal Pricing Response Form**

Solicitation No.: H37-OCUCPC-2023-12

USD \$

INSTRUCTIONS: Provide the cost structure for all requirements in Attachment A - Specification/Scope of Services. Fill in only the yellow highlighted squares. All costs should be in USD\$, excluding taxes.

ONE ORIGINAL COPY SHALL BE PRINTED, SIGNED, AND SUBMITTED

Overview (Table 1)	
System	Proposed Cost
Content Conceptualization and Design:	\$0.00
Content Pre-Production, Production, & Post- Production:	\$0.00
3. Integration, Commissioning, Testing:	\$0.00
4. Other:	\$0.00
5. Total Proposed Price:	\$0.00

HAS reserves the final authority on which themes and types of content will be created which will determine the final price prior to implementation.

1. Content Conceptualization and Design (Table 2)		
Task	Value	
Design Conceptualization		USD\$
Concept Phase Workshops Proposed		Sessions
Concept Phase On-Site Workshops Proposed		Sessions
Design Development		USD \$
Design Phase Workshops Proposed		Sessions
Design Phase On-Site Workshops Proposed		Sessions
TOTAL Cost of Conceptualization and Design:	\$0.00	USD \$

2. Content Production and Post Production (Table 3)		
Development and Production Scenarios	Cost	
Mobilization / Pre-Production		USD \$
Template Creation		USD \$
Typical Capsule Length		Minutes
Production of 120 Minutes of Content Inventory		USD \$
One (1) 8K Resolution Transition		USD \$
Post-Production		USD \$
TOTAL Cost of Project Execution:	\$0.00	USD \$

3. Integration, Commissioning, Testing (Table 4)		
Task	Cost	
Project Management		USD \$
Integration of Content Inventory		USD \$
Commissioning / Site Acceptance Tests		USD \$
Operational Testing with Turnover and Training		USD \$
Future Content Guidelines Documentation		USD \$
TOTAL Cost of Integration, Commissioning, Testing:	\$0.00	USD \$

4. Other Costs (Table 5)		
Task	Cost	
Badging		USD\$
Travel		USD\$
		USD\$

TOTAL Cost of Other:

For items not listed in Tables 2-4, include costs and details below

For evaluation purposes only

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Content Production Scenarios (Table 6)		
Development and Production Scenarios	Typical Unit Cost	
Hypothetical Scenario 1: Live Action, 8K Resolution, 4 Minutes Length		USD \$
Hypothetical Scenario 2: CGI Format, 8K Resolution, 4 Minutes Length		USD \$
Hypothetical Scenario 3: Hybrid Format, 8K Resolution, 4 Minutes Length		USD\$
Hypothetical Scenario 3: Generative Content, 8K Resolution, 4 Minutes Length		USD\$

SIGNATURE OF AUTHORIZED SIGNATORY	DATE OF SIGNATURE
NAME AND TITLE OF SIGNATORY	COMPANY NAME
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